

2001 California Dietary Practices Survey

Table 104: Media Campaign Radio Impressions Among California Adults

Question: Are you aware of advertisements currently on the radio about eating fruits and vegetables?

	Percent Aware of Radio Ads
Total	16
<i>Sex</i>	
Males	16
Females	16
<i>Males</i>	
18 - 24	7 ***
25 - 34	10
35 - 50	22
51 - 64	14
65+	21
<i>Females</i>	
18 - 24	10
25 - 34	20
35 - 50	15
51 - 64	12
65+	20
<i>Ethnicity</i>	
White	14 ***
Hispanic	25
Black	13
Asian/ Pacific Islander	11
<i>Education</i>	
Less than high school	29 ***
High school graduate	17
Some college	16
College graduate	10
<i>Income</i>	
Less than \$15,000	20 *
\$15,000 - 24,999	16
\$25,000 - 34,999	8
\$35,000 - 49,999	18
\$50,000+	14
<i>Physically Active</i>	
Did not meet recommendations	17
Met recommendations	15
<i>Overweight Status</i>	
Overweight/Obese	18
Not overweight	15

A box around a group of numbers signifies that differences observed within this group are statistically significant (Chi Square Test).

Chi Square Test

* p<.05

*** p<.001